

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>WRAL-TV Sales</u>	<b>Date:</b> <u>8/15/12</u>
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I, Daniel Jester,

being/on behalf of: Barack Obama, a legally

qualified candidate of the Democratic political

party for the office of: President of the United States

in the Primary + General

election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED		_____		

**Total Charges:** \$48,210 G / \$40,978.50 Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012  
Date

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Quinn Koontz  
Printed Name

DOS  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

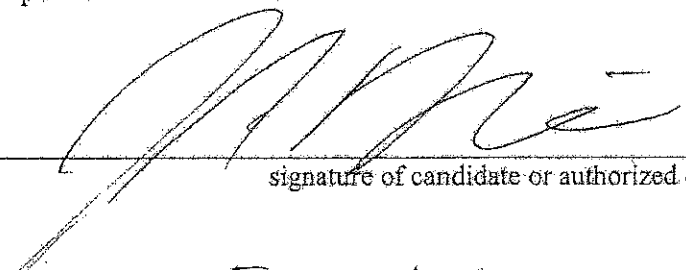
I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina 1/18/2012  
printed name date



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

# CONTRACT

<u>Contract / Revision</u> 116599 /		<u>Alt Order #</u> 06268596
<u>Product</u> OBAMA :30 9/04		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> 1536
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 08/15/12 / 08/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

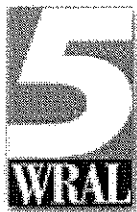
**Greer Margolis & Mitchell**  
**1010 Wisconsin Avenue, Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRAL	09/04/12	09/07/12	The Doctors	10-11AM		:30			NM	5	\$500.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$100.00			
N 2	WRAL	09/04/12	09/07/12	David Letterman	1135p-1237a		:30			NM	2	\$230.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$115.00			
N 3	WRAL	09/04/12	09/07/12	Price is Right	11a-12p		:30			NM	2	\$250.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$125.00			
N 4	WRAL	09/04/12	09/07/12	Noon News	12p-1p		:30			NM	5	\$625.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$125.00			
N 5	WRAL	09/04/12	09/07/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	3	\$405.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$135.00			
N 6	WRAL	09/04/12	09/07/12	Young and the Restless	4-5p		:30			NM	2	\$900.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$450.00			
N 7	WRAL	09/04/12	09/07/12	WRAL 5am News	5am - 5:30a		:30			NM	5	\$750.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$150.00			
N 8	WRAL	09/04/12	09/07/12	5:00 First News	5-530p		:30			NM	5	\$2,750.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$550.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<u>Contract / Revision</u>	<u>Alt Order #</u>
116599 /	06268596

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	OBAMA :30 9/04	1536

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WRAL	09/04/12	09/07/12	WRAL 5:30AM News	530-6a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$250.00			
N 10	WRAL	09/04/12	09/07/12	5:30 News	530-6p		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$550.00			
N 11	WRAL	09/04/12	09/07/12	6pm News (M-F)	6-630p		:30			NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$650.00			
N 12	WRAL	09/04/12	09/07/12	WRAL AM News	6-7a		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$400.00			
N 13	WRAL	09/04/12	09/07/12	CBS Evening News (M-F)	630p-7p		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$750.00			
N 14	WRAL	09/04/12	09/07/12	Inside Edition	7-730P		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$475.00			
N 15	WRAL	09/04/12	09/07/12	CBS This Morning	7am - 9am		:30			NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				10	\$175.00			
N 16	WRAL	09/04/12	09/07/12	Entertainment Tonight	730-8P		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$475.00			
N 17	WRAL	09/04/12	09/07/12	Dr. Phil	9-10a		:30			NM	5	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				5	\$115.00			
N 18	WRAL	09/07/12	09/07/12	Fri Hour 3	10-11p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	----1--				1	\$700.00			
N 19	WRAL	09/07/12	09/07/12	Fri Hour 2	9-10p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	----1--				1	\$550.00			
N 20	WRAL	09/10/12	09/10/12	Mon Hour 3	10-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	1-----				1	\$1,200.00			

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Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	OBAMA :30 9/04	1536

Advertiser	Original Date / Revision
Obama For America	08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 21	WRAL	09/08/12	09/08/12	Sat Hour 3	10-11p		:30			NM	1	\$700.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1-				1	\$700.00			
N 22	WRAL	09/08/12	09/08/12	6pm News (Sat)	6-630p		:30			NM	1	\$175.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1-				1	\$175.00			
N 23	WRAL	09/08/12	09/08/12	WRAL 6a News Sat	6-8a		:30			NM	2	\$300.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----2-				2	\$150.00			
N 24	WRAL	09/08/12	09/08/12	On The Record 7-730p	7-730p		:30			NM	1	\$75.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1-				1	\$75.00			
N 25	WRAL	09/08/12	09/08/12	Andy Griffith Sat 730-8p	730-8p		:30			NM	1	\$50.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1-				1	\$50.00			
N 26	WRAL	09/08/12	09/08/12	CBS This Sat Morning 8-9a	8-9a		:30			NM	2	\$400.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----2-				2	\$200.00			
N 27	WRAL	09/09/12	09/09/12	NFL Football (Early)	1p - 4:15p		:30			NM	1	\$1,500.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$1,500.00			
N 28	WRAL	09/09/12	09/09/12	Face The Nation 1030-1130	1030-1130		:30			NM	1	\$200.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$200.00			
N 29	WRAL	09/09/12	09/09/12	6pm News (Sun)	6-630p		:30			NM	1	\$225.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$225.00			
N 30	WRAL	09/09/12	09/09/12	WRAL Sun Morning News	7-9a		:30			NM	2	\$300.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----2				2	\$150.00			
N 31	WRAL	09/09/12	09/09/12	Sun Hour 1	8-9p		:30			NM	1	\$1,500.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$1,500.00			
N 32	WRAL	09/09/12	09/09/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$500.00
		CLASS 4 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----2				2	\$250.00			

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09/04/12 - 09/10/12	OBAMA :30 9/04	1536

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 33	WRAL	09/06/12	09/06/12	Thu Hour 3	10-11p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	---1---				1	\$1,800.00			
N 34	WRAL	09/04/12	09/09/12	Late News	11-1135p		:30			NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	-TWTFSS				7	\$650.00			
N 35	WRAL	09/04/12	09/04/12	Tue Hour 1	8-9p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	-1-----				1	\$1,400.00			
N 36	WRAL	09/04/12	09/04/12	Tue Hour 2	9-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	-1-----				1	\$1,500.00			
N 37	WRAL	09/05/12	09/05/12	Wed Hour 3	10-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	--1----				1	\$1,200.00			
N 38	WRAL	09/05/12	09/05/12	Wed Hour 1	8-9p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	--1----				1	\$1,100.00			
N 39	WRAL	09/05/12	09/05/12	Wed Hour 2	9-10p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		09/03/12	09/09/12	--1----				1	\$1,800.00			
<b>Totals</b>											<b>111</b>	<b>\$48,210.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	111	\$48,210.00	\$40,978.50
<b>Totals</b>	<b>111</b>	<b>\$48,210.00</b>	<b>\$40,978.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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